

Notice of References Cited

Application/Control No.

10/667,851

Applicant(s)/Patent Under

Reexamination

MERKLEY ET AL.

Examiner

JENNIFER LIVERSEDGE

Art Unit

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U.S. PATENT DOCUMENTS

*	Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
A	US-			
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NON-PATENT DOCUMENTS

*	Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
U	Aaker, David A., Kumar, V., Day, George S. Marketing Research, 7 th ed. John Wiley & Sons, Inc. 2001. pages 689-693.
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